



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Fortune Media Inc  
527 Avenue B  
Redondo Beach, CA 90277

Schedule Dates 10/09/12-10/22/12  
Advertiser Friends of Patrick Murphy (72568)  
Agency Fortune Media Inc (7993)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand 362/PATRICK MURPHY (464277)  
Salesperson TeleRep/LA, Los Angeles (2990)  
Sales Office TeleRep Los Angeles  
Buyer Name FORTUNE,ONDINE  
Phone/Fax (323) 634-8085 /  
CPE 33/146/362  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments 362/PATRICK MURPHY  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* TLM FLIGHT, 30 MIN SEP

Last Modified  
Entered By Nancy Brutus  
CO-OP No  
Headline # 06253432  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$5,655.00  
Net Total \$32,045.00  
Sales Tax

By Broadcast Month Spots Rate  
Oct. 2012 45 \$37,700.00  
Grand Total: 45 \$37,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/19/12	3	:30	11:35P- 12:35A (EST)	2	X	X	X	X	X			4	\$285.00	\$1,140.00	West Palm Beach (WPEC)		7/26/12
Est 2.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/15/12	4	:30	12P- 12:30P (EST)	1	1				1			3	\$325.00	\$975.00	West Palm Beach (WPEC)		7/26/12
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/16/12-10/19/12	4	:30	12P- 12:30P (EST)	2	X	X	X	X	X			2	\$325.00	\$650.00	West Palm Beach (WPEC)		7/26/12
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/12/12	3	:30	4P- 5P (EST)	2	X	X	X	X	X			2	\$375.00	\$750.00	West Palm Beach (WPEC)		7/26/12
Est 5.0	Unapproved (NewL) on credit hold / SPOT	10/16/12-10/22/12	3	:30	4P- 5P (EST)	1	1				1			3	\$375.00	\$1,125.00	West Palm Beach (WPEC)		7/26/12
Est 6.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/19/12	3	:30	7:30P- 8P (EST)	2	X	X	X	X	X			4	\$475.00	\$1,900.00	West Palm Beach (WPEC)		7/26/12
Est 7.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/22/12	3	:30	9A- 10A (EST)	1	1				1			6	\$225.00	\$1,350.00	West Palm Beach (WPEC)		7/26/12
Est 8.0	Unapproved (NewL) on credit hold / Prime	10/12/12-10/19/12	4	:30	10P- CBS-Blue Bloods (Friday)						1			2	\$1,690.00	\$3,380.00	West Palm Beach (WPEC)		7/26/12
Est 9.0	Unapproved (NewL) on credit hold / Prime	10/15/12-10/15/12	3	:30	10P- CBS-Hawaii Five-O (Monday)	1	1							1	\$2,250.00	\$2,250.00	West Palm Beach (WPEC)		7/26/12

### CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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WPEC-TV 12.35  
1100 Fairfield Dr.  
West Palm Beach, FL 33407

Fortune Media Inc  
527 Avenue B  
Redondo Beach, CA 90277

Advertiser: Friends of Patrick Murphy (72568)  
Agency: Fortune Media Inc (7993)  
Product: POLITICAL CANDIDATE (ns) (1186)  
Brand: 362/PATRICK MURPHY (464277)  
Salesperson: TeleRep/LA, Los Angeles (2990)  
Sales Office: TeleRep Los Angeles  
Buyer Name: FORTUNE,ONDINE  
Phone/Fax: (323) 634-8085 /  
CPE: 33/146/362  
Account Types: National/Political Candidate Agency BRD  
Billing Type: Weekly/Irregular  
Comments: 362/PATRICK MURPHY  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* TU-M FLIGHT, 30 MIN SEP

Last Modified: Nancy Britus  
Entered By: No  
CO-OP: 06253432  
Headline #: A35+R  
Demo: Normal  
Order Type: Package Deal  
Commission %: 15.00  
Commission: \$5,655.00  
Net Total: \$32,045.00  
Sales Tax:

BY BROADCAST MONTH SPOTS RATE  
Oct. 2012 45 \$37,700.00  
Grand Total: 45 \$37,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (NewL) on credit hold / Prime	10/15/12-10/22/12	3	:30	8P- 9P (EST)	1								2	\$2,250.00	\$4,500.00	West Palm Beach (WPEC)	HOW I MET YOUR MOTHER/PARTNERS EFF	7/26/12
Est 11.0	Unapproved (NewL) on credit hold / Prime	10/13/12-10/13/12	4	:30	10P- CBS-48 Hours Mystery (Saturday)						1			1	\$750.00	\$750.00	West Palm Beach (WPEC)		7/26/12
Est 12.0	Unapproved (NewL) on credit hold / SPOT	10/13/12-10/20/12	3	:30	6P- 6:30P (EST)							2		4	\$420.00	\$1,680.00	West Palm Beach (WPEC)		7/26/12
Est 13.0	Unapproved (NewL) on credit hold / SPOT	10/14/12-10/21/12	3	:30	7P- 8P (EST)							1		2	\$2,625.00	\$5,250.00	West Palm Beach (WPEC)		7/26/12
Est 14.0	Unapproved (NewL) on credit hold / SPOT	10/14/12-10/14/12	4	:30	9A- 10:30A (EST)							1		1	\$750.00	\$750.00	West Palm Beach (WPEC)		7/26/12
Est 15.0	Unapproved (NewL) on credit hold / Prime	10/14/12-10/21/12	3	:30	9P- CBS-The Good Wife (Sunday)							1		2	\$2,250.00	\$4,500.00	West Palm Beach (WPEC)		7/26/12
Est 16.0	Unapproved (NewL) on credit hold / SPOT	10/09/12-10/15/12	3	:30	11P- 11:35P (EST)		1	1						2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		7/26/12
Est 17.0	Unapproved (NewL) on credit hold / SPOT	10/16/12-10/22/12	3	:30	11P- 11:35P (EST)		1	1			1			3	\$750.00	\$2,250.00	West Palm Beach (WPEC)		7/26/12
Est 18.0	Unapproved (NewL) on credit hold / Prime	10/16/12-10/16/12	4	:30	8P- CBS-NCIS (Tuesday)		1							1	\$3,000.00	\$3,000.00	West Palm Beach (WPEC)		7/26/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

NAB Form PB-16 Candidates

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**West Palm Television**Date:**6-12-12I, ONDINE FORTUNEbeing/on behalf of: Patricia Murphy, a legallyqualified candidate of the Democratic political

party for the office of: \_\_\_\_\_

in the General electionelection to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As ordered					
		WPEC	#1345137		

**Total Charges:** \$ 37,700<sup>00</sup>

NAB Form PB-16 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Patrick Murphy

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

6/12/12 André Jortney - Agent  
Date Signature

**To Be Signed By Station Representative**

☒ Accepted ☐ Accepted in Part ☐ Rejected  
Lillie K. Robut Lillie K. Robut Sales Director  
Signature Printed Name Title

NAB Form PB-16 Candidates

**CANDIDATE CERTIFICATION**

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Patricia Murphy  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Online Fortune

signature of candidate or authorized committee

ONLINE FORTUNE

printed name

6/12/12

date



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FRIENDS of PATRICK MURPHY PARTY: Dem

OFFICE/DESCRIPTION: U.S. Congress ELECTION DATE: 11/6/12

INQUIRY MADE BY: Online Fortune  
Candidate Manager Agency Committee (circle one)

ADDRESS: Fortune Media, Inc  
527 Avenue B  
Longwood Beach, CA 90277

PHONE: 310-543-1874 FAX: 310-543-1344

EMAIL: \_\_\_\_\_

Information Requested: Rates & Airline

Final Disposition: Order Placed \$37,700<sup>00</sup>

If Committee, list officers and position: Treasurer - Patrick Murphy

TAKEN BY: Mary McCue DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T'Rep LA